

What is claimed is:

1           1.     A points trading service method, the method comprising the step of:  
2           receiving through a telecommunications network a request for trading points a  
3     customer gets from a member shop, and carrying out a transaction corresponding to  
4     the request for trading points with at least one other customer.

1           2.     The method of claim 1, wherein the trading points are selected from the  
2     group consisting of: cyber money, product purchasing points, advertisement clicking  
3     points, thank-you coupon, and mileage points.

1           3.     The method of claim 1, further comprising the step of:  
2           calculating a balance of the customer's remaining trading points after the  
3     customer uses the trading points to purchase a good or a service.

1           4.     A points trading service method, the method comprising the steps of:  
2           (a) collecting information regarding a customers' trading points portfolio from  
3     member shops and storing the information in a customer database;  
4           (b) receiving information on a points trade request from a customer; and  
5           (c) initiating a trading points transaction with at least one other customer  
6     according to the received points trade request.

1           5.     The method of claim 4, wherein the trading points are selected from the  
2     group consisting of: cyber money, product purchasing points, advertisement clicking  
3     points, thank-you coupon, and mileage points.

1           6.     The method of claim 4, further comprising the step of:  
2           updating a customer database and a transaction database according to a  
3     result from the trading points transaction, and sending the result to the  
4     corresponding member shop.

1           7.     The method of claim 5, further comprising the step of:  
2           updating a customer database and a transaction database according to a  
3 result from the trading points transaction, and sending the result to the  
4 corresponding member shop.

1           8.     The method of claim 4, further comprising the step of:  
2           calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1           9.     The method of claim 5, further comprising the step of:  
2           calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1           10.    A points trading service method, the method comprising the steps of:  
2           collecting information regarding a customers' trading points portfolio  
3 from member shops and storing the information in a customer database  
4           sending information on the customer's trading points and exchange  
5 rates stored in the customer database;  
6           receiving a points trade request from the customer; and  
7           transacting customer's points according to the received trade request.

1           11.    The method of claim 10, wherein the trading points are selected from  
2 the group consisting of: cyber money, product purchasing points, advertisement  
3 clicking points, thank-you coupon, and mileage points.

1           12.    The method of claim 10, wherein the customer's trade request is for  
2 changing the customer's trading points into a cash equivalent and processing the  
3 customer's trading points according to the resulting cash equivalent.

1 13. The method of claim 11, wherein the customer's trade request is for  
2 changing the customer's trading points into a cash equivalent and processing the  
3 customer's trading points according to the resulting cash equivalent.

1  
2 14. The method of claim 10, further comprising the step of:  
3 updating a customer database and a transaction database according to the  
4 result of the customer's trade request, and sending the result to the corresponding  
5 member shop.

15. The method of claim 11, further comprising the step of:  
updating a customer database and a transaction database according to the  
result of the customer's trade request, and sending the result to the corresponding  
member shop.

1 16. The method of claim 10, further comprising the step of:  
2 calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1 17. The method of claim 11, further comprising the step of:  
2 calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1 18. A points trade service method, the method comprising the steps of:  
2 receiving a request to buy trading points from a customer;  
3 buying trading points corresponding to the request; and  
4 updating a customer database according to a result from the buying process,  
5 and sending the result to a member shop that corresponds to the trading points.

1 19. The method of claim 18, further comprising the step of:

2 sending information concerning the customer's trading points and transaction  
3 exchange rates stored in the customer database to the customer.

1 20. The method claim 18, wherein the trading points are selected from the  
2 group consisting of: cyber money, product purchasing points, advertisement clicking  
3 points, thank-you coupon, and mileage points.

1 21. The method of claim 19, wherein the trading points are selected from  
2 the group consisting of: cyber money, product purchasing points, advertisement  
3 clicking points, thank-you coupon, and mileage points.

1 22. The method of claim 18, further comprising the step of:  
2 updating a customer database according to a result from the buying process,  
3 and sending the result to the member shop corresponding to the trading points.

23. The method of claim 19, further comprising the step of:  
updating a customer database according to a result from the buying process,  
and sending the result to the member shop corresponding to the trading points.

1 24. The method of claim 18, further comprising the step of:  
2 calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1 25. The method of claim 19, further comprising the step of:  
2 calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1 26. The method of claim 22, further comprising the step of:  
2 calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1           27.    The method of claim 23, further comprising the step of:  
2           calculating a balance of the customer's remaining trading points after the  
3   customer uses the trading points to purchase a good or a service.

1           28.    A points trading service apparatus for providing a points trading service  
2   through a telecommunications network, the apparatus comprising:  
3           an information collecting unit for collecting information on a customers' trading  
4   points from a plurality of member shops;  
5           a customer database for storing the information on the customers' trading  
6   points received from the member shops;  
7           a transaction processing unit for receiving information on a points trade  
8   request from a customer, and processing a trading point transaction with at least one  
9   other customer according points trade request; and  
10          a transaction database for storing information on the points trade request sent  
11   from the customer and a result of processing transactions.

1           29.    The apparatus of claim 28, further comprising:  
2           an information providing unit for sending customer's trading point information  
3   and transaction exchange information stored in the customer database to the  
4   customer.

1           30.    The apparatus of claim 29, wherein the trading points are selected from  
2   the group consisting of: cyber money, product purchasing points, advertisement  
3   clicking points, thank-you coupon, and mileage points.

1           31.    The apparatus of claim 29, wherein the exchange rate information  
2   indicates a cash value or an absolute value corresponding to the trading points and  
3   is provided by a separate system installed outside of the service providing server.

FOOTNOTES

1           32.    The apparatus of claim 28, further comprising:  
2           a shopping mall management unit for processing cyber shopping, and  
3           providing trading points in proportion to a good purchased and a service for buying  
4           goods with the trading points.

1           33.    The apparatus of claim 29, further comprising:  
2           a shopping mall management unit for processing cyber shopping, and  
3           providing trading points in proportion to a good purchased and a service for buying  
4           goods with the trading points.

1           34.    The apparatus of claim 30, further comprising:  
2           a shopping mall management unit for processing cyber shopping, and  
3           providing trading points in proportion to a good purchased and a service for buying  
4           goods with the trading points.

1           35.    The apparatus of claim 31, further comprising:  
2           a shopping mall management unit for processing cyber shopping, and  
3           providing trading points in proportion to a good purchased and a service for buying  
4           goods with the trading points.

1           36.    The apparatus of claim 29, further comprising:  
2           a network interface for linking a service provider server to a member shop  
3           server; and  
4           a web server for linking a customer computer server to the service provider  
5           server via an internet.

1           37.    The apparatus of claim 30, further comprising:  
2           a network interface for linking a service provider server to a member shop  
3           server; and

4 a web server for linking a customer computer server to the service provider  
5 server via an internet.

1 38. The apparatus of claim 31, further comprising:  
2 a network interface for linking a service provider server to a member shop  
3 server; and  
4 a web server for linking a customer computer server to the service provider  
5 server via an internet.

1 39. A points trading service system wherein a points trading service is  
2 provided through a telecommunications network, the points trading service system  
3 comprising:  
4 a telecommunications network;  
5 a customer computer for sending information on a points trade request;  
6 a member shop computer for providing customer's points through the  
7 telecommunications network; and  
8 a service providing server for storing the customer's points received from the  
9 member shop computer, receiving information on the point trade request from the  
10 customer, and processing point transactions with other customers according to the  
11 received trade request information..

1 40. A computer program product for enabling a computer to execute a  
2 points trading transaction, comprising:  
3 software instructions for enabling the computer to perform predetermined  
4 operations, and a computer readable medium bearing the software instructions;  
5 said predetermined operations including the steps of:  
6 collecting information on a customer's trading points from a member shop;  
7 storing at the computer a record of the collected information for each  
8 customer;

9 receiving information on a points trade request from a customer's computer;  
10 executing a trading transaction upon receiving the customer's trade request  
11 by trading points with at least one other customer;  
12 calculating the customer's trading point balance once the transaction has  
13 been processed; and  
14 sending the customer's final trading point balance to a customer database  
15 and the appropriate member shop.

1 41. The computer program product for enabling a computer to execute a  
2 points trading transaction according to claim 40, wherein the trading points are  
3 selected from the group consisting of: cyber money, product purchasing points,  
4 advertisement clicking points, thank-you coupon, and mileage points.

1 42. The computer program product for enabling a computer to execute a  
2 points trading transaction according to claim 40, wherein the customer trade request  
3 is for changing the customer's trading points into a cash equivalent and processing  
4 the customer's trading points according to the resulting cash equivalent.